

PAUL JORDAN  
on PACKAGING



'Let Us Send You A Postcard'

Launching a new or an improved product is no simple matter. When months or even years of research and development culminate in a new promising and marketable item, how do you go about getting the millions of prospects to try it? How do you convince them to abandon their old habits and switch their loyalties? One way of course, is to give the prospect a sample so that he can judge the quality and sell himself on the product. Hence the search for more effective sampler packs is a natural outgrowth of the need to tell the story of the new development.

This problem was faced by American Safety Razor (a division of Phillip Morris Inc.) when the company introduced the new advanced 'Personna Electro-Coated' razor blade. This new blade had properties that were intended to make the user feel comfortable after a number of shaves, and the manufacturer was convinced that if a shaver could try the blade, he would want to buy it. The problem was how to get it in his hands in a practical and economical manner while protecting the delicate blade against the rigors of the mails.

A successful solution was provided by Package Products Co. of Charlotte, N.C., which came up with a novel sampler packet. It is a compact, light-weight, attractive mailing piece which functions with the simplicity of a post-card, yet it gives complete protection to the blade.

The mailer consists of a folder of 16-pt board printed in full color, with the sales message and illustrations of the retail package. A slightly debossed recess in the center seals in the sample blade in its colorful wrap. A die-cut thumb notch and a perforated "trap-door" section enable the user to open the blade compartment and remove the sample easily. The closure panel—which becomes the face of the package—is folded down over the blade compartment and sealed along the bottom edge. A perforated tear-tab



strip adjacent to the glued edge makes opening simple and effective. Package Products Co. not only developed the sampler package but also engineered and built special machinery for automatic inserting of blades, folding and sealing of samples, and forming the opening tab. This is accomplished at high production speeds for economy, without damaging the delicate edges of the blades. In fact, the blades are not touched by hand from the unpacking of the bulk shipping containers to final completion of the sampler package. Special sensing devices accurately check each folder to ensure inclusion of a blade. If a empty blade wrap is inserted, or if a double wrapped blade is found, or if the blade fails to be inserted, the equipment automatically rejects the package.

The entire packaging job, including the printing, inserting of blades, and sealing, is handled in the label and lithograph plant of Package Products Co. Completed samplers are shipped to American Safety Razor Co., ready for addressing and mailing to shavers all over the country. All the company has to do is to mail a postcard to its various prospective customers.